



PATENT
Customer No. 22,852
Attorney Docket No. 8011-3006-00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
)
John B. FERBER et al.) Group Art Unit: 2131
)
Application No.: 09/610,197) Examiner: Christian A. LAFORGIA
)
Filed: July 1, 2000)
)
For: OPTIMAL INTERNET AD)
PLACEMENT)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

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AUG 04 2004
Technology Center 2100

Sir:

AMENDMENT

In reply to the Final Office Action dated March 1, 2004, Applicants file herewith a Request for Continued Examination pursuant to 37 C.F.R. § 1.114 together with a Petition for a Two Month Extension of Time. Prior to continued examination, please amend this application as follows:

Amendments to the Claims are reflected in the listing of claims in this paper.

Remarks follow the amendment section of this paper.